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Frosted? They're Fresh...

Alice Morrison

Iowa State College

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Frosted? They're Fresh . . .

By Alice Morrison

ONE of the products recently placed on the market is food frosted by the quick-freezing process. Frosting of foods is the newest method of maintaining the freshness of fruits, vegetables and selected meats until they reach the consumer. The outstanding feature of the process is the fact that it will eliminate the seasonal factor in planning the daily menu. Regardless of season, one may now purchase fresh raspberries, strawberries, peas, corn, spinach and other seasonal delicacies at any time during the year.

This process and special refrigeration enable the retailer to keep the fresh fruits and vegetables from season to season without impairment of their food value or flavor. Vitamin C, one of the most perishable of all vitamins is retained with no change. The fruits and vegetables are gathered at the time when their flavor has been developed to the highest degree. When the product has reached this stage of development, a

portable, quick-freezing machine is moved to the scene of the harvest, and each piece is picked, washed, packed and frosted, with the entire process requiring less than two hours. Thus nothing is lost due to delay in getting the foods to the freezing apparatus.

The average housewife is delighted to find a product which is handled with utmost care as to cleanliness and sanitation. The foods are not touched after being packed for the quick-freezing process for which a temperature of 50 degrees below zero is used. They are never allowed to thaw and refreeze, but are kept at a constant temperature until purchased by the consumer.

NO PRESERVATIVE, not even sugar, has been used in the process. The fresh green color of frozen peas, spinach and other foods is wholly natural. The entire process is completed with not a constituent being added or taken away. There is as much difference between the old slowly frozen foods and the new quickly frozen foods in color, flavor and food value as there is between canned foods and fresh ones.

Frosted foods do not demand special care in preparation. One uses the same recipes as for the regular fresh foods, except that the meats need to be cooked a little longer and the vegetables a few minutes less. Considering that no additional preparation is required, frosted food is indeed economical.

Statistics show us that each year, of the fifteen billion dollars spent on food, five hundred million is wasted. This five hundred million dollars, which, of course, is eventually paid by the consumer, includes spoilage and additional freight charges. In compact, frozen packages, twelve carloads of spinach occupy but one freight car.

While the purchaser finds the prices per package slightly higher than those on fresh foods, the comparative value of frosted foods is really greater, since every ounce of what the housewife pays for may be used. All bones, pods, and waste parts are removed before freezing. In addition they are ready for immediate cooking; it is not necessary to clean or allow them to thaw before cooking.

In all lines of merchandise the housewife has come to depend on the trademark as a guarantee of quality. Why shouldn't this be true for fresh fruits, vegetables and meats? In the future she will buy perishable foods by telephone, knowing that she will receive a standardized product of the quality she specifies.

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